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PHILIP MORRIS U.S.A. INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Herb Foster **DATE:** October 27, 1987

FROM: Joann Cunningham

SUBJECT: Elan Name Test

Addressing management's concerns over the name Elan:

Current Research

On Wednesday, October 28, our research department will conduct a survey to determine with what ease/hesitation the name Elan is pronounced.

They will spend one day in a New Jersey mall asking women to pronounce five names (see attached). The name Elan will be in the middle with the accent.

The results will be available on Thursday.

If needed another test will be done without the accent mark.

Alternate Names

Mr. Campbell requested a list of alternative names. Here are the names that made the final trademark list are:

Demi-Slims	Images
Esprit	Profiles

Two additional names that were in Wordmark's top four recommendations are Ginnys and Nouvelle.

Before any of these names are considered, I would recommend the additional day of research on Elan (without the accent mark) to see if this simplication improves pronunciation.

JJC/ss

cc: J. Spector

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Source: https://www.industrydocuments.ucsf.edu/docs/zkcy0004